

ABSTRACT

According to the media server 100 and the network control apparatus 200, upon distributing a plurality of media data to the media receiving apparatuses 400 having different transmission rates by broadcasting or multicasting, the distribution precedence is attached by associating the program control information and the media data. The distribution precedence attached to the program control information is set same as or lower than the distribution precedence of all media data included in the program concerned. Then, depending on the distribution precedence, the transmission possible media data and the program only are selectively distributed. The program control information relating to the program that includes the receivable media data by the media receiving terminal apparatus 400 only is selected and received. This way, the receivable media data is distributed depending on the transmission environment of the media receiving apparatus. It is possible to prevent the media receiving apparatus selecting the invalid program.